Letter to prospective candidates to join Bernard as "Bernard Health Writer / Editor"

Dear prospective team member,

Hi. I'm Alex. I founded Bernard Health in 2006. Bernard's mission is to be the most trusted advisor when it comes to helping people plan for their healthcare. It's a big mission, and we've managed to build an incredible team to pursue it.

I'm writing because we're looking to add to that team.

Specifically, we're looking for the right individual to lead the effort of communicating to the world what we see in healthcare and how system participants can best plan for it.

It's said that Thomas Jefferson believed in the power of the pen. So do we. As such, this role means *lots* of writing and related support. What kind of writing?

1. The Bernard Health blog (posts ranging from fun to serious)
2. Third-party columns (Tennessean, Huffington Post)
3. Other op-ed opportunities (last year we were in Forbes)
4. Social media (spreading the word via Bernard's Facebook, Twitter, LinkedIn)

If you're the right person for this role, the idea of spending the vast majority of your time writing about healthcare *thrills* you.

Still reading?

Great, then let's talk about what this role means for a career in healthcare. In this role, you'll continue to grow your understanding of the U.S. healthcare system. How hospitals and physicians work, interact, deal with the insurance companies, what it all means to healthcare consumers, how rules change from state to state or specialty to specialty — and everything in between. What you'll learn and the skills you'll develop will prove beneficial no matter where your healthcare career takes you.

And you'll be able to be creative, too. In addition to writing publish-ready, thought-provoking healthcare content, you'll be asked to express your creative side in what you do. After all, mixing insight with personality can be a great way to get noticed, and we want Bernard content to get read!

What about compensation? This role starts at $40,000 and full healthcare benefits (health, dental, vision, life, long-term disability, short-term disability, etc.) And as a company growing at 40%+ per year, there is a lot of room for further growth here.

If you're ready to apply, email your resume, cover letter, a 600-800 word article you've written on whatever healthcare topic you'd like, and anything else that proves how awesome you are to savannah.luoma@bernardhealth.com. Or if you still have questions, email them directly to me – alex.tolbert@bernardhealth.com.

Thanks for your time.

alex